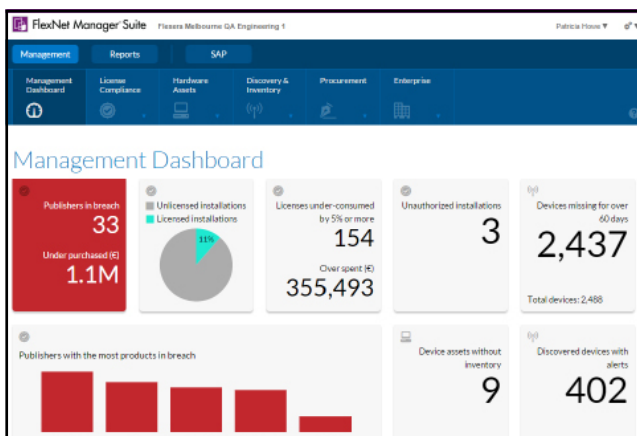# SAM Tool Card Collection

#7 ServiceNow

Although ServiceNow is a company that was placed as third on Fortune Magazine's Future 50 List in 2019, after seeing it operate in the field we are ranking it at the lowest on our list at #7.

ServiceNow aims to create a smoother digital workflow and prides itself in a high renewal rates and a history of creating strong business relationships with enterprise customers. Although ServiceNow has potential as a SAM tool provider, we see that it usually over promises and under delivers on its functionalities and ability to save.

Pros:
- Offers training to customers
- Broad platform which can cover both hardware & software assets
- Great customer service

Cons:
- Limited Test Data
- Complicated & difficult to manage due to many configuration layers
- Short 7-day demo available
- Counts duplicate licenses

#6 Flexera

Flexera has been in the business for thirty years, having managed over 30 million servers and devices throughout their history. With key markets in North America and Europe, Flexera helps enterprises gain visibility and take back control of their IT assets. They also offer excellent consultation and training on their top-class SAM tool FlexNet Manager. This in our eyes, has bumped it up to the 6th spot.

Pros:
- Offers unique analysis capabilities
- Can gather vast amounts of data
- Cloud or On Premises based versions available

Cons:
- Complex suite of software that is timely to learn
- Support documentation is lacking
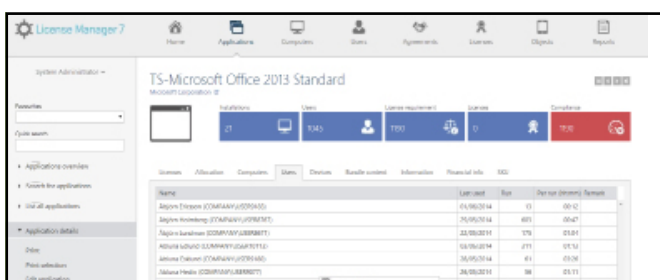- Can't differentiate between some licensing editions

#5 Certero

Certero is an international corporation with locations in North America, Europe and Australia. Certero strives for a more personalized approach, focusing on support for their customers. They are best known for their Cloud, Oracle and IBM software products. Their Enterprise SAM tool is easy to use and presents a wealth of information all in one place for easy visibility into your environment. Certero is one well put-together tool, however it's complexities make it slower to implement in an organization, putting it at a solid 5th in our line-up.

Pros:
- Pleasant User Interface
- SAM tool is easy to deploy, run, and update
- SaaS, on-prem and hybrid Deployment options
- Can monitor mobile devices as well

Cons:
- Large learning curve to use their tools
- Needs tweaking to produce strong ELPs
- Confusing terminology within platform

#4 Snow Software

Snow is an international consulting firm that offers many different services, ranging from software asset management to risk management. Snow's main product, Snow License Manager, is praised for its excellent assistance in getting a company started with SAM. Unfortunately with Snow, we've heard reports of long support times for customer service and bug fixes. Which can impact business operations negatively. Reviews also found that Snow's tool is difficult to implement in Citrix environments. This being said, the overall abilities of Snow's SAM tools pull it in at a nice #4.

Pros:
- Great for smaller companies under 500 employees
- Easy to use
- Reasonable pricing

Cons:
- Struggles to accurately link with Active Directory
- Occasionally reports faulty Compliance alerts
- Long support wait-lines

#3 Aspera SmartTrack

Aspera USU

Pros:
- Covers a wide array of vendors
- Offers unique cost-savings features like License Re-Harvesting
- Takes a deep dive into O365 License Management

Cons:
- Can be complicated to implement
- Requires a SAM Team that under-stands the data to be used to the fullest extent

This friendly consultant firm has been going strong for twenty years and maintains an excellent customer service reputation where their business resides, in Europe and North America. They aim to take SAM and turn it into something that is easily approachable and customer-oriented.

Aspera's SmartTrack Manages offers a wide variety of vendors including Microsoft, IBM, Oracle, SAP, Adobe, Citrix, HP, CA, Autodesk, Symantec, Attachmate and Red Hat just to name a few. SmartTrack also has software normalization, filtering out the noise of your software inventory. The program has automated license re-harvesting and cloud management services to save you money.

With Aspera's coverage of a variety of vendors and special cost-savings abilities, it holds it's own in at spot #3 in our SAM deck.

#2 Xensam Xupervisor

Xensam has stretched across the globe in the small time it's been active. The fairly new player only kicked things off in 2016. They focus on putting their customers first, offering to candidly compare themselves with their competitors. With Xupervior's easy installation, intuitive UI, and deep drill-down data capabilities - all for a reasonable price, has landed this SAM Tool at our #2 spot.

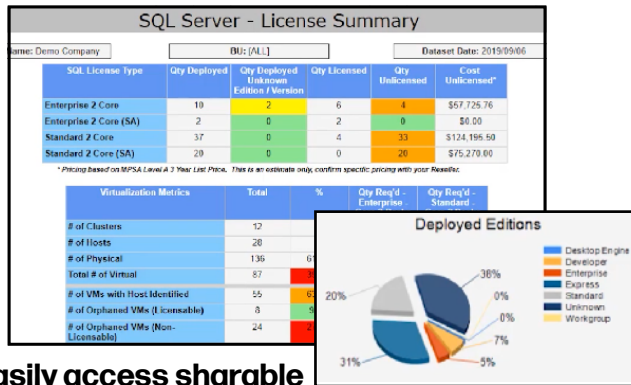**Xensam** — NEXT GENERATION SOFTWARE ASSET MANAGEMENT

Pros:
- Pleasant User Interface
- SAM tool is easy to deploy, run, and update
- SaaS, on-prem and hybrid Deployment options

Cons:
- Large learning curve to use their tools
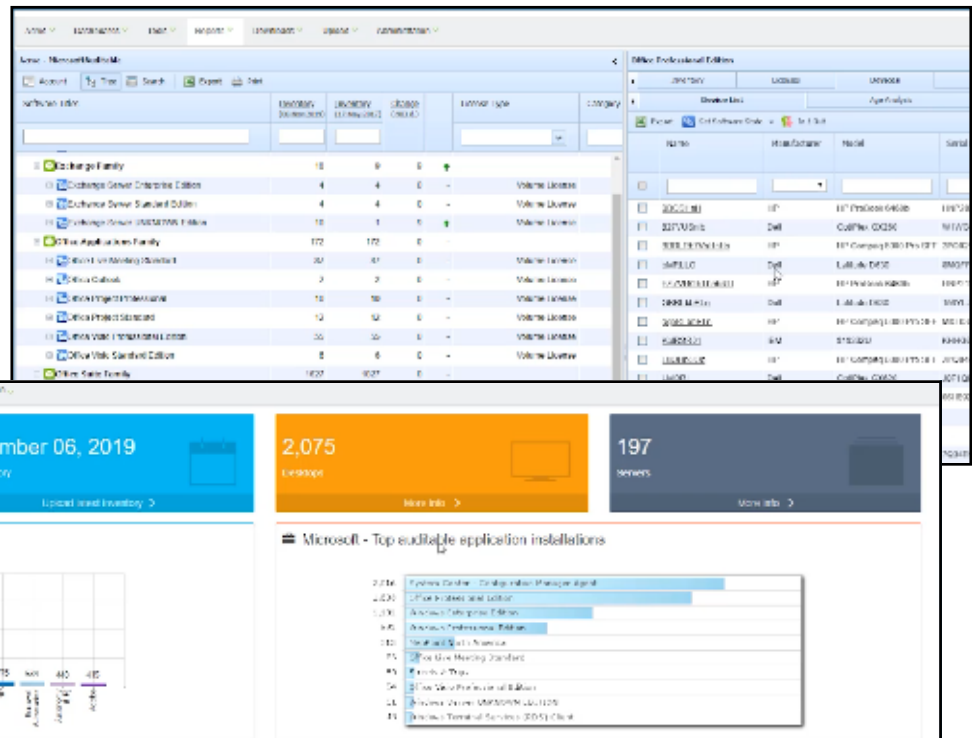- Needs tweaking to produce strong ELPs

#1 SAM Compass

SAM Compass is a SAM Tool which we've developed internally to make up for some of the weaknesses we've found in others tools on the market. Forged from years of in-the-field experience, SAM Compass is a great way to manage any software assets and can be tailored to fit any businesses' specific needs. Although this may be a small conflict of interest, we thoroughly believe in the capabilities SAM Compass offers.

Easily access sharable reports & create proper Licensing Positions

Pros:
- Excellent customer support
- Easy to implement
- Provides comprehensive reports and accurate licensing positions
- Displays data visually for easier identification of assets

Cons:
- Some limitations with handling more complex licensing models like IBM & SAP

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